09/825,820   MS150904.01/MSFTP161US

<u>AMENDMENTS TO THE SPECIFICATION</u>

In the Specification:

Please insert the following paragraph on page 1, at the beginning of the specification:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related to co-pending divisional U.S. Patent Application Serial No. _____ (Atty. Docket No. MS150904.02/MSFTP161USA), filed on _____, 2005, entitled, "TIME-CENTRIC TRAINING, INFERENCE AND USER INTERFACE FOR PERSONALIZED MEDIA PROGRAM GUIDES".

Please replace the paragraph at page 1, line 10 with the following amended paragraph.

Recently, there has been an increasing trend of the amount of information available on any given subject matter due to the interconnection of ~~computer~~computers *via* networks (*e.g.*, the Internet) and the increased availability of inexpensive data storage. In many ~~situations~~situations, people attempting to retrieve information on a subject area are overwhelmed with a vast amount of information. Data that is desired becomes difficult to locate amongst the vast amount of information presented to a user. Various known information retrieval systems have evolved that attempt to avoid the problem of information overload by performing a ranking or prioritization of information. These systems attempt to retrieve and provide information based on an approximation of how useful, interesting, and/or responsive the information is likely to be to a system user.

Please replace the paragraph at page 1, line 20 with the following amended paragraph.

For example, many systems provide search engines, which search database contents or "web sites" according to terms provided by a user query. However, limitations of search heuristics often cause irrelevant content to be returned in response to a query. Furthermore, the vast wealth of available information makes it difficult to separate irrelevant content from

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relevant content. Other systems organize content based on a hierarchy of categories. These systems suffer from the fact that a user may select a category to navigate through and determine that the content of the category is of no interest to the user. The user must then backtrack through one or more of the hierarchical categories to return to the available categories. The user then will have to continue this process until the user locates the desired information.

Please replace the paragraph at page 2, line 1 with the following amended paragraph.

In view of the shortcomings of the systems discussed above, collaborative filtering systems have been developed. Collaborative filtering methods center on the construction of models that can be used to infer preferences of individuals or groups by considering the actions of a large groups of users. Collaborative filtering systems predict preferences of a user based on known attributes of the user as well as known attributes of other users. For example, a preference of a user may be whether they would like to watch a particular television show, while an attribute of the user may include their age, gender and income. In addition, the attributes can contain one or more of the user's known preferences, such as the user's dislikes of certain other shows. A user's preference can also be predicted based on the similarity of that user's attributes to other users. Typically, attributes are provided numerical values (*e.g.*, a vote) and a weighted sum of the attribute values are utilized to determine a preference. Additionally, correlation computations are employed for a given user and other users to predict the preference of a user for a particular selection. Some collaborative filtering systems employ clustering algorithms to determine users whose preferences seem to be similar.

Please replace the paragraph at page 7, line 28 with the following amended paragraph.

Title selections are time stamped with different time segments by event type (*e.g.*, title). The log data is annotated with distinctions about the time of the day that a system user has viewed the information. For example, a day can be segmented into early morning, mid-morning, afternoon, late afternoon, early evening, evening, late night. Additional segments can include information that is viewed on weekdays ~~verse~~versus weekends. Furthermore, non-weekdays can be further subdivided into Saturday, Sunday and holidays. Elements from a dataset are

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considered tagged with these time segments or intervals and trained with this data employing conventional collaborative filtering techniques. Various collaborative filtering techniques may be employed to carry out the present collaborative filtering model (*e.g.*, correlation techniques, Bayesian machine learning, probability tree networks, etc.).

Please replace the paragraph at page 16, line 7 with the following amended paragraph.

It is to be appreciated that the present invention is particularly suited for providing selected titles of programs or other multimedia utilizing an electronic programming guide. In this application, multiple members or users in a family utilize a single television system making it improbable to determine preferences for any particular member of the family. Therefore, the present system and method are ideally suited for this application because household viewing habits are typically consistent at different times of a day for weekdays ~~verse~~versus weekends verse holidays. For example, children may watch children shows early Saturday mornings, while adults may watch different types of shows at different time periods, for example, soap operas at midafternoon, sports on weekends, news at night and more adult oriented shows late at night. The collaborative filtering models of the present invention apply time segmenting to an electronic programming guide for providing recommendations of program selections based on the temporal history of media viewing habits in a household.

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